

EDUCATION AND PUBLICITY

EVART G. ROUTZAHN *

Headings That Get Attention—"Is Laziness a Disease? Kept Her Husband by Gaining Weight"; "Rejected for Insurance Stages a 'Come-back'"; "Life Through Rose-colored Glasses: Constipation, darkener of life, readily cured in most cases"; "The 'Shimmying' Tooth-brush: Modern use of the ancient wood-stick."—*Pop. Health Mag.*, Essex Building, Minneapolis, Dec.-Jan. 10 cents.

"Save the Tissue and You Save All"; "It's Better to be Sunburnt than to 'look so natural'"; "Four Times as many People as Solomon had Wives"; "Linger Longer Letty Dear"; "Taking an Unfair Advantage of the Undertaker"; "Twenty Times the Number Who Came in the Mayflower"; "A Thousand More Games of Golf." Ask the *San Francisco* Tuberculosis Association, 55 New Montgomery St., for copies of their Monthly Bulletin containing brief articles under the above headings.

"Catching Tuberculosis from a Cow"—*Connecticut Health Bulletin*.

Will You Be an Official Correspondent?—Will you help to dig out the good ideas, the choice pieces of printed matter, the successful use of new methods? Will you be an official correspondent of this department of the JOURNAL? Will you keep an eye on all the health activities in your city or county or state, sending to this department or asking the leading actors to send to us everything we should have for mention in this department?

"Begin Your Post-Mortem Now"—These words introduce the following message: "The art of merciless self-criticism is necessary for the highest success of anyone in a position of public responsibility. Now is the time to begin to check up on the mistakes and shortcomings of the present Seal Sale, and to prepare for greater success next year. It is not enough merely to think things over, but chalk them

down on paper. Put them away for reference in a special file and bring them to the Workers' Conference."—*News Bulletin*, Massachusetts Tuberculosis League, Dec. 17, 1924.

Direct Mail Advertising—The Direct Mail Advertising Association is made up of a considerable number of advertisers who use the mails. The annual convention, meeting in Boston this year, October 28-30, with its exhibits is the big opportunity for seeing how commercial advertisers do it. If you are interested in securing information about either the Association or the convention tell the editor of this department.

You May Borrow Them—Some of the periodicals and other publications mentioned in this department of the JOURNAL will be supplied freely upon application. In some cases the editions are limited but enough spare copies will be available to meet the requests of our readers. Other issues may be out of print. Practically any item mentioned in the department will be loaned by the editor. Please mention the title, organization issuing it, and date of the JOURNAL. Return promptly—and when you return enclose the same postage you place on the outside.

Who Are the Elect?—What are the especially selected addresses for mailing your weekly or monthly bulletin and your annual report, apart from the general run of distinguished citizens who are supposed to be interested or to be worthy of cultivation? Is the National Health Library, 370 Seventh Ave., New York, N. Y., on your list? Please verify, because I know that I receive some official bulletins which do not get to the National Health Library. Is the United States Public Health Service on your list? How about the national health agencies which touch your field? Please send your select list of a half dozen or a dozen addresses. Should state libraries, state historical societies or other state centers receive such publications? Let's make up a list.

* Please address questions, samples of printed matter, criticism of anything which appears above, etc., to Evart G. Routzahn, 130 East 22d St., New York City.

What Public School Leaders Say Health Education Should be and How It Should Be Done—We leave to the review department of the JOURNAL the responsibility of reviewing the recently published report of the Joint Committee on Health Problems in Education. But we wish to emphasize to readers of this department the importance of this report to every health worker who is concerned with school health instruction. It is not a manual nor a daily program for the teaching of health. It is much more than that in being a contribution towards meeting the necessity that "the educational forces within the schools should study, interpret and coördinate the aims, materials and methods in the field of health education."

More Puzzles for Teacher—In addition to references for teachers at the end of many of the chapters of this report, there is a bibliography. We have commented before in this department on the need of more careful compiling of material of this kind and of making it more practically helpful to readers. In this case, under "Other Organizations from Which Information, Charts, Pamphlets, Slides, etc., May Be Obtained" the list seems too varied and uneven to be of much use since it fails to specify in most cases the kinds of materials available. The annotations of the lists published in the National Child Health Council reports made those lists much more usable than the lists in the present report. Should we not have a careful study of how to select and to present information sources for teachers?—**Health Education: Report of the Joint Committee on Health Problems in Education of the National Education Association and the American Medical Association with the coöperation of the Technical Committee of Twenty-seven**, Dr. Thomas D. Wood, 525 West 120th St., New York, N. Y., 1924. 161 pp. Price, 50 cents.

City Department Bulletins—*Philadelphia* is making good use of photographs to illustrate its physical equipment and activities.

New Haven, October, 1924, carried a page headed "Have You a Cold?" Simply and clearly a single idea was offered under each of two sub-heads: "When You Have a Cold" and "When You Don't Have a Cold." In December, 1924, "Good Health Means Happiness for Nineteen Twenty-five" appears in large letters on one-half of the cover page, with a

well-written warning inside against "Skating on Thin Ice."

Baltimore, November, 1924, includes health "Questions and Answers," and a "Physician's Column."

New York, July 19, 1924, included a detailed description of the five periodicals and the six groups of other publications of the Department, which is helpful in understanding the publication policy of a large city department.

Chicago, in the past six months, has had as many lay-outs for cover and inside pages. Perseverance and willingness to be inconsistent have brought better copy and a better appearance than ever before.

Washington circulates 139 copies of its weekly three sheet mimeograph bulletin to "health departments, physicians, insurance companies, a few libraries, local interested laymen, etc."

Government Publications—"Price List 71—Children's Bureau and Other Publications Relating to Children." Free on application to Superintendent of Documents, Washington, D. C.

"Helps For the Rural School Nurse," by Harriet and Hazel Wedgwood, Bureau of Education, Washington, D. C. 10 cents. Superintendent of Documents. It looks good. The lists of sources for "helpful material" are classified and give data as a basis for intelligent ordering or correspondence. This is the best constructed source list I have seen in several years.

"Monthly Catalogue United States Public Documents." Monthly. 50 cents a year. Superintendent of Documents, Washington, D. C. Lists all government publications as issued.

"Nutrition Work for Preschool Children," by Agnes K. Hanna, Children's Bureau, Washington, D. C. 5 cents. Superintendent of Documents, Washington, D. C.

Where Do You Get Lantern Slides?—The Department of Surveys and Exhibits, Russell Sage Foundation, is checking its lists of lantern slides for the sake of workers in all fields. Please tell Evart G. Routzahn, Russell Sage Foundation, 130 East 22d St., New York, N. Y., of satisfactory or unsatisfactory sources for securing slides. Also kindly report what slides on what subjects you have to loan, rent or sell.

Local Private Agency Bulletins—*Rochester Tuberculosis and Public Health Association* uses school-made poster and car card designs to enliven its pages.

Alameda County (*Oakland*) Health News publishes lists of health periodicals on file in the local public library with brief annotations.

Day Nursery Bulletin, National Federation of Nurseries, 105 East 22d St., New York, N. Y., has made its initial appearance.

Social Welfare Periodicals—*Social Legislation*, Public Charities Association, 311 South Juniper St., Philadelphia. To further health and other social legislation all members of the state legislature are listed with their home addresses. A full list of committees is included. A clever touch is "Follow the Green Line," at top of cover page of the January 31 issue, with a green arrow extending across the top, down at left side, and over the back to a subscription coupon.

Social Welfare Administration, bi-monthly issue of *Better Times*, 100 Gold St., New York, N. Y., for February, contains too many items to list—on money raising, publicity, office management, etc. Better ask for a copy.

How Does It Work?—You have been fascinated by the ease and accuracy of the demonstrator in the booth at the fair or exposition. And you made a purchase. But at home "the thing didn't work." This *may* be the experience of some of us with some of the materials or equipment or even the ideas we hear about at conventions or read about in the JOURNAL. Please tell us about your failures. Even if you say that the experience is related in confidence we will value the chance to learn that "the thing didn't work." But tell us, if you can, why it did not work in your case. Of course the story of your successful use of an idea or a piece of equipment will be useful.

"Propaganda on Maternity and Child Welfare"—An afternoon of the English-speaking Conference on Infant Welfare was devoted to this subject. Including the interpretation of some American methods by Miss Ellen C. Babbitt, American Child Health Association, there was much emphasis upon many points we all know but do not always practice.

An interesting convention practice is illustrated by the schedule of conference fees ranging from one shilling for attendance at one lecture to twenty-one shillings "for attendance

at all the Conference Sessions and Special Meetings, Course of 3 Lectures, one group of visits to institutions, all social functions, and inclusive of a copy of the report and advance proofs of the papers to be read."—*Report of Proceedings*, National League for Health, Maternity and Child Welfare, 117 Piccadilly, London, W. 1, England. 240 pages. 2 shillings.

A Nurse and Leaflets as Substitutes for a Monthly Bulletin—It so happens that the Bridgeport, Conn., Health Department, in its Bureau of Child Hygiene, has available enough nurses to make a visit each month to every home in the city in which during the year a baby is born. The births of these infants are of course reported to the department, and within twenty-four hours after the receipt of the report, a nurse calls at the home to deliver a certificate of birth to the parents, and to give them such advice as she may in the care of the child. Beginning on January 1, 1925, the nurse will deliver, in addition to the certificate, a small loose-leaf binder in which the certificate will be placed, and in which will also be enclosed the first of twelve pamphlets relating to the care of the child and of other children in the family. Each month thereafter, for twelve months, when the nurse makes her regular visit to the mother, she will ask for the binder and will place within it another leaflet. As there are somewhat over three thousand births in Bridgeport each year, we will in this manner reach that number of families, rich and poor.

For many years the department issued a monthly bulletin. It became apparent, however, that this bulletin failed to reach the great mass of people in the community to whom it would be of most value. It did, of course, reach a rather large number of certain individuals, members of local organizations and of the city government, merchants, business executives, etc., among whom it perhaps succeeded in stimulating an interest in the department and its activities. While this is desirable in any community, it is even more desirable that the department in some way reach the still larger group who make up the majority of the city's population. So the bulletin was discontinued, and the scheme outlined above will carry out in part the educational program of the department.

As years go by, the percentage of the population reached through the nurses' visits will no doubt increase, and it is possible that the

plan, if it meets with the success that we believe it will, may be extended to include other families with whom the nurses must come in contact during these visits.—W. H. Coon, M.D., *Am. City*, 31:550-551 (Dec.), 1924.

People We Know—John Ritchie, so long known in connection with public health publicity, has resigned his connection with the Massachusetts Tuberculosis League. He will be associated with Frank Irving Cooper Corporation, architects, concerned with school-house planning and construction.

Paul L. Benjamin, who some years ago conducted the first health play contest on record, in the schools of Minneapolis, is now legislative representative of the Public Charities Association of Pennsylvania.

Miss Louise Franklin Bache, educational secretary of the Syracuse Department of Health, will have charge of the publicity for the spring campaign of the Syracuse Community Chest.

"Professor Happy," baptized as Clifford Goldsmith, is no longer with the American Child Health Association, but is doing free lance writing. Why not engage him to put joy into some of your unsprightly health leaflets?

Dr. George K. Pratt, who was responsible for some especially interesting educational material while Medical Director of the Massachusetts Society for Mental Hygiene, is now Assistant Medical Director, National Committee for Mental Hygiene, New York City.

How Do You Spell That Name?—This is a frequent question in handling correspondence. All such trouble for others will be avoided if your secretary will typewrite your name below the space where the signature will be written.

"The House of Health"—"One of the most popular booths at the Prince Edward Island Provincial Exhibition in September was the one in which Miss Wilson, the Chief Red Cross nurse, had built a wonderful 'House of Health.' The foundation was built of prunes, apricots and beans. The walls were stuccoed with oatmeal and decorated with slices of beets and carrots. The window shutters were made of whole-wheat bread, the sills of raisins, the curtains of lettuce leaves, the upper part of the dormer windows of shredded wheat biscuit, and the roof of graham flour crackers. A bottle of milk made

the chimney and prunes were used for the door. This house even had a doorstep made of soap and a pathway of lima beans bordered with rice. Fruit and nuts were growing in the garden. A horse and cart stood at the door with vegetables and a Good Health Fairy stood guard at the entrance."—*Canad. R. C. Junior*, Toronto, 4:5 (Feb.), 1925.

DATES AHEAD

April:	Health Book Month
April 5-11:	Negro Health Week
April 8:	International Bird Day
April 10:	Good Friday
April 12:	Easter Sunday
April 13:	Thomas Jefferson's Birthday
April 19:	Patriots' Day
April 19-26:	National Garden Week
April 26:	Confederate Memorial Day
April 27-May 3:	American Forestry Week
May 1:	May Day—Child Health Day
May 3-9:	National Music Week
May 10:	Confederate Memorial Day
May 10:	Mothers' Day
May 10-17:	Better Homes Week
May 18:	Peace Day
May 24:	Empire Day (Canada)
May 30:	Memorial Day
June 3:	Jefferson Davis' Birthday
June 14:	Flag Day
June 14:	Children's Day
July 1:	Dominion Day (Canada)
July 4:	Independence Day
July 14:	Bastille Day

Cross-Word Puzzles in Departmental Bulletins—*Detroit* was on the job November 29 with a puzzle including a double-barred cross and four Red Cross crosses in the design. Prizes of \$15, \$7 and \$3 were offered to children under 15 years for solutions accompanied by two sentences describing the message carried in the design. *New York* state republished the puzzle, offering to publish the name and address of the first child under 15 years of age "who sent in the correct solution with the two sentences." *Brookline* published a puzzle on behalf of the local Anti-Tuberculosis Society. The design carried an effective double-barred cross. The answer was posted in the public library, or mailed to anyone who sent a self-addressed, stamped envelope and 10 Christmas Seals to the society secretary. Neither of these puzzles included many health words. *Baltimore* published one with a little more health in it.